

Message Text

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ACTION EA-12

INFO OCT-01 ISO-00 CU-04 AID-05 CIAE-00 COME-00 EB-08
FRB-03 INR-07 NSAE-00 USIA-06 TRSE-00 XMB-02
OPIC-03 SP-02 LAB-04 SIL-01 OMB-01 NSC-05 SS-15
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TO SECSTATE WASHDC 9678
INFO AMCONSUL HONG KONG
AMEMBASSY TOKYO

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E.O. 11652: NA
TAGS: ETRD CH

SUBJ: NEW CHINESE FOREIGN TRADE CORPORATION

REF: 77 PEKING 2878

1. SUMMARY: THE NEW TRADING CORPORATION, CHINA
NATIONAL ARTS AND CRAFTS IMPORT AND EXPORT CORPORATION,
OFFICIALLY OPENED FOR BUSINESS JANUARY 1. USLO
OFFICERS CALLED ON DEPUTY GENERAL MANAGER KAO TSO-CHIEH
ON JANUARY 16. NEW CORPORATION HAS RESPONSIBILITY
FOR SALES OF MANY OF THE PRODUCTS FORMERLY HANDLED
BY THE LIGHT INDUSTRY CORPORATION, I.E., POTTERY AND
PORCELAIN, DRAWN WORK AND EMBROIDERED ARTICLES,
HANDICRAFTS AND STRAW PRODUCTS. KAO NOTED THAT THE
ARTS AND CRAFTS CORPORATION WOULD BE REPRESENTED AT
THE SPRING CANTON FAIR. HE SOLICITED IDEAS FROM US
BUSINESSMEN ON NEW DESIGNS FOR PRODUCTS SUITABLE
FOR THE US MARKET, AS WELL AS MARKETING
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INFORMATION IN THE US. THE CORPORATION HAS
BRANCHES IN VARIOUS PARTS OF CHINA BUT INITIAL
CONTACTS BY AMERICAN IMPORTERS SHOULD BE WITH
THE PEKING HEAD OFFICE. END SUMMARY.

2. ON JANUARY 16, USLO OFFICERS CALLED ON
KAO TSO-CHIEH (7559 0155 7132), DEPUTY GENERAL

MANAGER OF NEW CHINA NATIONAL ARTS AND CRAFTS IMPORT AND EXPORT CORPORATION. KAO, WHO IS SENIOR DEPUTY, WAS FORMERLY DEPUTY GENERAL MANAGER OF THE LIGHT INDUSTRY CORPORATION ON THE GENERAL MERCHANDISE SIDE. (WE HAD MET WITH HIM AT THE FALL CANTON FAIR IN THIS CAPACITY.) KAO SAID THAT YU KUANG (0151 0342) IS THE GENERAL MANAGER OF THE NEW CORPORATION. YU FORMERLY WORKED IN ARTS AND CRAFTS AREA, AND MOST RECENTLY WAS A DEPUTY MANAGING DIRECTOR OF THE NATIVE PRODUCE CORPORATION.

3. NEW CORPORATION OFFICIALLY OPENED FOR BUSINESS ON JANUARY 1. ACCORDING TO KAO, IT WOULD BE ORGANIZED INTO FIVE DEPARTMENTS: (1) POTTERY AND PORCELAIN, (2) DRAWN-WORK AND EMBROIDERED ARTICLES, (3) AND (4) HANDICRAFTS, AND (5) STRAW PRODUCTS.

4. KAO SAID THAT US IMPORTERS SHOULD BE INFORMED THAT THE ARTS AND CRAFTS CORPORATION, LIKE THE OTHER CORPORATIONS, WOULD BE SENDING A DELEGATION TO THE CANTON FAIR THIS SPRING. IN DISCUSSING PROSPECTS FOR THE VARIOUS PRODUCTS IN THE US MARKET, KAO STATED THAT THE CORPORATION WOULD WELCOME NEW DESIGNS, IDEAS, LIMITED OFFICIAL USE

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AND EVEN SAMPLES OF PRODUCTS WHICH WOULD BE SUITABLE FOR THE US MARKET. HE ALSO INDICATED AN INTEREST IN LEARNING MORE ABOUT THE STRUCTURE AND CHARACTERISTICS OF THE US MARKET FOR THE PRODUCTS THE CORPORATION SELLS. IN THIS CONNECTION, USLO OFFICERS MENTIONED THE UPCOMING VISIT OF THE NATIONAL COUNCIL FOR US-CHINA TRADE (NCUSCT) IMPORTERS' DELEGATION TO CHINA.

5. ACCORDING TO AN INSERT IN THE FIRST ISSUE FOR 1978 OF "CHINA'S FOREIGN TRADE," THE NEW CORPORATION WILL HAVE BRANCHES IN PEKING (2), KWANCHOW (3), SHANGHAI, TALIEIN AND TIENTSIN, AND BRANCHES IN THE FOLLOWING PROVINCES: SHANTUNG, FUKIEN, KWANGSI, HUNAN, AND HUPEH. IN ADDITION, PROVINCIAL BRANCHES OF THE CHINA NATIONAL LIGHT INDUSTRY IMPORT AND EXPORT CORPORATION IN HOPEI AND KIANGSU WILL HANDLE SOME ARTS AND CRAFTS PRODUCTS. KAO STATED, HOWEVER, THAT INITIAL CONTACTS BY AMERICAN IMPORTERS SHOULD BE WITH THE PEKING HEAD OFFICE.

6. ADDRESS OF NEW CORPORATION IS: 82 TUNG AN
MEN STREET, PEKING. CABLE: ARTCHINA PEKING.
TELEX: 22155 CNART CN.

7. LIST OF PRINCIPAL COMMODITIES HANDLED:
POTTERY AND PORCELAIN, DRWAN-WORK AND
EMBROIDERED ARTICLES, IVORY CARVINGS, JADE
AND SEMIPRECIOUS STONE CARVINGS, PEARLS AND
GEMS, JEWELRY, LACQUER WARES, CLOISONNE WARES,
CHINESE PAINTINGS AND CALLIGRAPHY,ANTIQUES
AND IMITATION, STRAW, WICKER, BAMBOO AND
RATTAN PLAITED ARTICLES, FURNITURE, ARTISTIC
HANDICRAFTS AND OTHER HANDICRAFTS FOR
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8. DEPARTMENT MAY WISH TO PASS SUBSTANCE OF THIS
MESSAGE TO NCUSCT.
WOODCOCK

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Message Attributes

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